

**TEN WAYS TO SELL MORE BEER**

**PURPOSE:** To increase beer sales in club operations by using "**suggestive selling**" with customers.

**SCOPE:** This guide applies to all beverage service staff who serve draft and bottled beers. Suggestive selling is a technique that requires practice and will increase not only your beer sales, but, could increase the server's gratuity from each customer or party served.

**GENERAL:** *You can* improve your service, acquire more customers, and make more money without putting in any more time into your dining room or lounge operation by simply remembering that servers are sales people. Try implementing some or all of the ideas listed below that you feel are most relevant to your club. Try one a day, or one a week, **BUT DO SOMETHING!** If your beer sales are sluggish, you can start solving the problem by getting your staff to use "suggestive selling."

**GUIDANCE:****Ten Ways To Sell More Beer**

1. Use colorful table tents on every table and at every other bar stool that feature and highlight beers that you offer.
2. Have servers mention beer when they greet customers; i.e., *we feature ice cold Bud and Coors Light on tap!*"
3. Sell bottled beer by "the bucket" at special prices.
4. Sell a "bucket of ice" for \$X.XX and include four "complimentary" bottles of beer.
5. List beers brewed in the United States as "American" beers, not "domestic" beers. It sounds better.
6. Have servers and bartenders serve beer with frosted or chilled mugs.
7. If you offer pitchers of draft beer, train your servers to always suggest a trade up to a pitcher when two or more customers at the same table ask for a draft. *"Can I get you a pitcher it's only \_\_\_\_ a glass?"*
8. Pair up beers with specific appetizers at a special price; i.e., *"Pitcher of Miller Lite and nachos only \$XXX!"* List these on your menu or on table tents, and train servers and hostesses to point them out to guests.
9. Keep bottles of your beer selections prominently displayed (and dust-free) on the back bar.

10. When a guest requests a beverage, train your server to let the guest know there is more than just coffee, water, or tea available.

### SUMMARY

This guide provides you with 10 very good ideas on "upselling." But now, where do you start? The answer is: at the beginning! Don't just *talk* about it, **do it!** "Upselling" not only increases the guest check, but also increases the gratuity. Guests will pay the price as long as their expectations for the evening are met or exceeded. Try these 10 steps one at a time or all at once, and we guarantee satisfied customers and repeat business. Add more "suggestive selling" strategies to the basic 10; there's no limit to the strategies you can use. Get input from your staff, see what your competition in the industry is doing, and read trade magazines.